Abstract

The invention concerns a process for the production of a personalised, optically variable element having polarising properties, and a film system for carrying out the process. To produce the optically variable element a film body which comprises two or more layers (31, 32) and which has an LCP layer (32) comprising a liquid crystal material is applied to a substrate body which has an orientation layer (41) for the orientation of liquid crystals. The orientation layer (41) of the substrate body is personalised prior to application of the film body to the substrate body. The film body is then applied to the personalised orientation layer of the substrate body in such a way that the LCP layer (32) of the film body lies on the personalised orientation layer (41, 43) of the substrate body for then orientation of liquid crystals of the LCP layer (32) of the film body.

(Figure 4)